

What 112 Doctors Told Us About Caring for a Baby's Skin

By the Head of the Research Laboratories of Bauer & Black



New Principles Now Applied to Making Babies Happy

MODERN science has perfected a new and radically different way in infant hygiene.

Its object is to overcome diaper rash and skin irritations, and thus, by relieving discomfort, to make baby's days happier—and mother's days less trying.

It embodies new principles—principles now combined in a remarkable new Bauer & Black requisite—B & B Baby Talc. Note coupon below for liberal test package free.

Supplants Old Methods

Many months were spent perfecting this new way. Old methods were inadequate.

We consulted famous children's specialists, dermatologists, heads of maternity homes—112 in all. We sought a new way—a scientific way—of combating the irritant acids which obtain in perspiration and in urine.

Extensive experiments were made. Numerous tests effected under the personal direction of a famous baby specialist. Now we believe we have attained the ideal. And highest authorities agree.

Combats the Cause of Irritation

The pores of the skin constantly exude moisture. It is nature expelling impurities from the body. Upon exposure, this perspira-

tion becomes a semi-acid irritant. So does urine. But more intensely so.

These acids make the skin raw, tender—susceptible to rash. Infection often follows. Hence, you must combat them.

Old methods attempted merely to dry the moisture, thus affording but indifferent relief.

B & B Baby Talc combats the irritant body acids—*makes them harmless to the skin*. It strikes at the cause of irritation. It marks a new era in infant hygiene.

Use it after baby's bath. Sprinkle it on diaper cloths. It is soothing, gentle healing—scientific protection in the charming guise of a soft, white talc.

Try it for two days. Results are quick—and amazing. Note how much smoother baby's skin—how much more restful and happy—for comfortable babies are happy babies.

Mail Coupon for Free Samples

We want all mothers to try this new way of making babies happy. So we invite them to mail the coupon for liberal trial package of B & B Baby Talc and B & B Baby Soap, free and postpaid.

BAUER & BLACK
Chicago New York Toronto
*Makers of Sterile Surgical Dressings
and Allied Products*

B & B Baby Talc
B & B Baby Soap

B & B Products

Your druggist offers you, in all Bauer & Black products, the results of 28 years of ethical service to the medical profession and the public.

What Baby Doctors Say a Mother Should Look For

When a Healthy Baby is Cross and Fretful

Modern baby specialists are now pointing out to mothers that 3 in 5 healthy babies are cross and fretful because of skin irritations in one form or another.

For that reason, mothers are advised to look for one of those conditions, rather than for the more serious disorders, when baby is prone to frequent crying spells and restlessness.

The cause of these irritations and rashes has been learned, and is now successfully overcome.

Noted baby specialists and maternity hospitals are employing a new way, which is fully explained elsewhere on this page.

It places at mothers' disposal the most recent discoveries of modern science in combating prickly rash, diaper rash, urine scald and all the other skin irritations of infants and children. Results are quick and amazing. The coupon below brings liberal trial packets, free and postpaid.

B & B Baby Soap

"Tempered to the Infant's Skin"

A mother's zeal in keeping her baby sweet and clean, as every doctor knows, frequently finds expression in an unfortunate choice of soap. B & B Baby Soap is made of edible fats. It lathers freely, dries slowly, and rinses off readily. It contains a slight percentage of zinc oxide, hence is mildly healing. Bland and soothing, it provides a *safe soap* for your baby.

MAIL THIS for FREE SAMPLES

BAUER & BLACK, Chicago, U. S. A.

If you live in Canada, address
Bauer & Black, Canadian Laboratories,
Toronto, Canada

Please send me a trial package of B & B Baby Talc and B & B Baby Soap—these without charge or obligation on my part.

Name _____

Address _____

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